

BD
GUILD
QUARTERLY

SPECIAL MEMBERS
ONLY NEWSLETTER

A NOTE

From the President

A MESSAGE FROM THE

National Advisory Board

NATIONAL SYMPOSIUM

A Round-up of the Event

PROFESSIONAL BUSINESS DEVELOPER

Going Live in Q2!

OPPORTUNITIES FOR

National Partnerships

LEARN MORE ABOUT

Upcoming Events



PRESIDENT

Joseph McGovern

joe@themcgoverngroup.net

FROM THE PRESIDENT: LET'S TALK (REVENUE GENERATING) OVERHEAD!

Overhead. That term has been the bane of the Business Development profession for as long as, and hear me out, ALL of us can remember. The term alone fundamentally puts the professional and profession on the defensive. The term may affect internal respect, credibility and when markets turn, job security.

It is conventional wisdom that BD is indeed “pure” overhead but is it really? Does it contribute to the misunderstanding of the profession and professional? It just might but like everything we do at the BD Guild, let's engage the community and see what we can learn.

REVENUE GENERATING OVERHEAD

A stretch one may contend? Let us start with a basic question: Why do businesses invest in Business Development Professionals? Is it not to ultimately drive and deliver revenue and value? Developing business perhaps? What about strategic planning, identifying markets and strategically building relationships? Where does such investment fall on the balance sheet? Webster's (<https://www.dictionary.com/browse/overhead?s=t>) defines “overhead” as:

- the general, fixed cost of running a business, as rent, lighting, and heating expenses, which cannot be charged or attributed to a specific product or part of the work operation.
- Accounting. that part of manufacturing costs for which cost per unit produced is not readily assignable.

We at the BD Guild do hereby contend it's NOT a stretch to argue BD is “attributable” and “assignable” to specific revenue generating workflows, products and services and undoubtedly IS part of the work operation. Relationships ->Project Awards->Workflows->Revenue->Profit. It's how we are measured is it not? Now to be fair, all staff (billable too!) has a certain amount of overhead attributed to them, BD included. But to consider BD “pure” overhead? No, it is “Revenue Generating”. (Rents, lights and heating expenses – no offense!)

In the end, does it matter? Think we can contend yes, context matters. So, let's change and improve the context to build a better understanding with all nations.

Joseph McGovern

President, Business Development Guild



NATIONAL ADVISORY BOARD, CHAIR
Rebecca Timmer, PBD

rebecca.timmer@wilsonco.com

A MESSAGE FROM THE NATIONAL ADVISORY BOARD CHAIR

It is exciting times for us all at the Business Development Guild! Join me in taking time to reflect on how far we have come as an organization since incorporating in April 2016!

The Business Development Guild began with the idea that our profession didn't have a voice and we needed to bridge the gap between business development (BD) and operations professionals that had the same goals and yet different ways of accomplishing them. How could this gap be bridged? Where could we go for training and professional development specific to our profession? We required consistent programming. We needed access to speakers, experts, and thought leaders on the latest best practices and trends in our markets. How could we obtain professional credentials as BD professionals?

The Business Development Guild was born!!!

We began by developing and offering valuable programs that provided education and helped build a network of peers who are all passionate about the business development profession. The BD Guild started with a 5-person executive committee. As we learned what was needed, we changed the executive committee to an advisory board and started to define committees. Next, a major effort by many went into the creation and implementation of the Professional Business Developer (PBD) Certification Program, to affirm and validate the value of a BD professional. We then established membership and sponsorship programs to add necessary infrastructure, expand programming, provide promotional opportunities for our members, and support future growth. And to recognize all our valued members, the reason the BD Guild exists, we have recently introduced an awards program!

If there is a silver-lining to the pandemic for the Business Development Guild, it would have to be that we were forced into virtual programming. We have gone totally virtual with the PBD Certification Program and are soon to introduce this program "on demand". We also adapted to provide our bi-monthly programs, annual symposium, coffee chats, and workshops virtually.

The news of the Business Development Guild has spread, and others have wanted to create chapters in their region. Okay, let's create a Chapter toolkit to help launch chapters in Southern California, Denver and beyond! With nationwide growth underway and virtual programming, anyone across the country can attend our educational programs and BD

professionals can connect with peers in other cities. How cool!

With national expansion, in 2020 the National Advisory Board was established with the purpose of focusing on growth initiatives, fostering and sustaining all educational programming, and upholding the mission of the organization across all chapters. This year we have identified the need for additional structure and have better defined Advisory Board leadership roles. I want to take this opportunity to thank Brooke Taff, PBD, BD Manager, WOODPATEL for not only taking on the role of National Advisory Board Vice Chair, but for also creating this graphic to help communicate leadership opportunities:

BD GUILD

ADVISORY BOARD LEADERSHIP ROLES

NATIONAL BOARD		CHAPTER BOARDS	
CHAIRPERSON	VICE CHAIRPERSON	PRESIDENT	VICE PRESIDENT
<p>2-YEAR TERM DESIGNATE VICE CHAIR, SERVE AS PAST CHAIR 1-YEAR, EMERITUS</p> <p>Presides at Board Meetings.</p> <p>Serves as primary National Board contact.</p> <p>Uphold the Mission.</p> <p>Advance strategy & direction for entire organization.</p> <p>Collaborate with chapter leaders.</p> <p>Support growth initiatives.</p> <p>Foster new chapter location prospects.</p>	<p>1-YEAR TERM PREPARES TO ASSUME CHAIR POSITION</p> <p>Fulfills Chairperson duties when presiding is absent.</p> <p>Assists the Chairperson in executing duties.</p> <p>Serves as a national liaison to chapter vice presidents committees.</p>	<p>2-YEAR TERM DESIGNATE VICE PRESIDENT, SERVE AS PAST PRESIDENT 1-YEAR, EMERITUS</p> <p>Manage & lead chapter programs, events and meetings.</p> <p>Serves as primary Chapter Board contact.</p> <p>Uphold the Mission.</p> <p>Collaborate with committees.</p> <p>Collaborate with the National Advisory Board & report quarterly.</p> <p>Support growth initiatives at the chapter level.</p>	<p>1-YEAR TERM PREPARES TO ASSUME PRESIDENT POSITION</p> <p>Fulfills President duties when presiding is absent.</p> <p>Assists the President in executing duties.</p> <p>Serves as a liaison to chapter committees.</p>

Let's celebrate!

April will be our 5th Anniversary! The Business Development Guild is building its brand and reputation as the premier business development organization. We are increasing the skills of BD professionals with training, certification, networking, and access to thought leaders and industry experts. Our members are strengthening relationships internally with Operations, externally with clients and teaming partners, and with their BD peers. Members are providing additional knowledge to their firms, expanding their networks for business opportunities, and are being recognized for their BD professional skills!

So, what comes next?!

Join the BD Guild and engage! Find a committee that suits you and volunteer. Get certified as a Professional Business Developer (PBD). Introduce a prospective new member to the BD Guild and show them around. Sponsor a program to promote and build your firm's awareness. Step up and lead an initiative.

Be a part of the excitement! Click [here](#) to learn more!

Rebecca Timmer, PBD

Business Development Manager, Wilson & Company, Inc., Engineers & Architects

rebecca.timmer@wilsonco.com



A ROUND-UP OF THE EVENT

BUSINESS DEVELOPMENT LEADERSHIP & STRATEGY

SYMPOSIUM DRAWS NATIONAL PARTICIPATION

On February 23rd, the BD Guild hosted its first national event – the Business Development Leadership & Strategy – a Half day Virtual Symposium. Going virtual has allowed us to bring in voices and perspectives from across the United States – speakers, panelists and attendees.

If there was a theme it would be adjusting and communicating. Paul Johnson kicked it off with an insightful Keynote “The Mindset of a Disruptor”. Paul brought his experience as a young Mayor of Phoenix and now the CEO & Founder of ReDirect Health, a disruptor in its own right in the health care space.

The Denver Chapter hosted “Pivoting Your Business” moderated by Kimberly Werner of Small Giants. Kimberly was joined by Peter Knowles, Rider Levett Bucknall; Clint Schmitz, i2 Construction; and Erik Okland, Cuningham Group. Each shared what strategic business adjustments their respective companies made this past year and expect to make moving forward based on market and pandemic conditions.

Phoenix’s session featured Sandra Saenz of Kefi Catalyst, Inc. who led an interactive discussion with the attendees on “Necessary Skills for High Impact Communication”. Sandra offered tips and strategies that along with her energy and enthusiasm made it an impactful hour!

The final session, hosted by Southern California, included a panel based in the central and east coast time zones. JD Clockadale of Speechworks, Inc. moderated “Preparing and Delivering Powerful and Effective Shortlist Presentations”. Darcey Stewart of JE Dunn Construction (Kansas City), Bobby Campbell of McCarthy (Atlanta), Scott Cutler of Brasfield & Gorrie (Raleigh) and Kwame Bailey of DLR Group (Washington, DC) shared real time experiences and insight.

W2W Sport (San Diego), Catamount Constructors (Denver), SDB Contractors (Phoenix) and Kumar & Associates (Denver) contributed not only as welcome sponsors but provided valuable support.

All that with 75+ attendees the Business Development community came together to help fulfill the BD Guild Mission – to be the Premier Source of Education, Training and Support for the Business Development profession.



REGISTRATION IS OPEN FOR OUR VIRTUAL Professional Business Developer Classes

The PBD is now in its fifth year and evolving! It is now completely virtual and will be available 24/7 on demand. The curriculum – comprised of twelve classes taught by current industry leaders – covers topics and areas that make up the knowledge base of a Business Development professional. Now moving to an on-demand model, one can take the program at one’s own pace. Virtual “Monthly Hangouts” will also be available for current and past PBDers and instructors.

How might you benefit from the program?

- Obtain the most comprehensive and advanced BD certification in the marketplace.
- Gain the knowledge of fundamental concepts that make up the BD profession.
- Network and be part of a respected and growing community of PBD graduates and instructors who have also demonstrated their commitment to sharing knowledge, elevating the profession, and advancing their career.
- OPERATIONS Professionals tasked with BD. Don’t go in blind! Learn what is involved, increase your chances for success.
- Increase your expertise and influence.

Click [here](#) to Register Today! We “go live” in Q2. Please reach out with any questions to: leaders@businessdevelopmentguild.com.



PROFESSIONAL
BUSINESS
DEVELOPER

2021 VIRTUAL Program Schedule

MODULE 1

NOW ONLINE

The Power of the Debrief
High Impact Virtual Communications from
Day to Day to the Interview

MODULE 2

NOW ONLINE

Ethics, Politics and Business Development
Market Research – The Fundamentals

MODULE 3

NOW ONLINE

Expectations & Measuring Success
Business & Strategic Planning

MODULE 4

NOW ONLINE

Return on Relationships
Project Delivery Methods – How They
Impact BD Strategy

MODULE 5

NOW ONLINE

Budgeting & Operations in BD
Understanding Business Risk

MODULE 6

NOW ONLINE

Emotional Intelligence
Client for Life

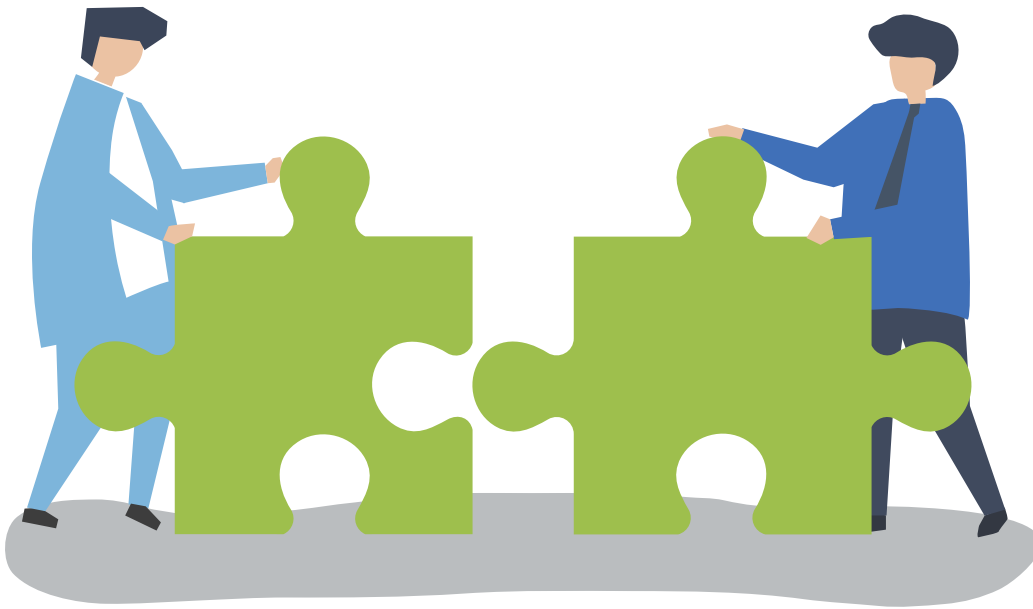


CONTACT
INFORMATION

[leaders@
businessdevelopmentguild.com](mailto:leaders@businessdevelopmentguild.com)

ANNOUNCING

NATIONAL PARTNERSHIP OPPORTUNITIES



The BD Guild community is growing. And evolving. With multiple offerings, three chapters and participation from California to Carolina, we are excited what the future will bring. With growth comes opportunities for members to tap into that community.

The National Partnership program provides a company with unparalleled recognition throughout the natural and built environment communities. Your partnership affords your company exclusive discounts, PBD registrations, state of the industry professional development, and access to a network of leading professionals. All with the goal of maximizing your return on investment. Click [here](#) to learn more!

UPCOMING EVENTS

APRIL

BD GUILD DENVER EVENT - MEMBER MEETING

April 8, 2021

Click [here](#) to register

BD GUILD PHOENIX EVENT – COFFEE CHAT

April 21, 2021

Click [here](#) to register (Free Event)



MAY

BD GUILD PHOENIX EVENT - MEMBER MEETING

May 11, 2021

BD GUILD SOUTHERN CALIFORNIA EVENT - MEMBER MEETING

May 25, 2021

For the full 2021 Calendar – click [here](#).

COME ABOARD AND GET INVOLVED!

In the last year we have made great strides, all due to the leadership of the Advisory Boards and our members. Care to get involved? We have need for committees, speakers and ideas. Click here to learn more about becoming a member of The Business Development Guild. Please feel free to send a note to your local chapter leader or to leaders@businessdevelopmentguild.com with any questions!